

Mai. Eighty percent agreed Chinese tourists caused problems in the community relating to noise, queue jumping, smoking, littering, being disrespectful and not obeying rules in public places including parks, government offices and universities.

Fifty-three percent said government officials were not ready to deal with the "inappropriate behaviour" of the Chinese, while 48% said they are not proud about the increase in Chinese tourists.

Mr Rome said Chiang Mai residents had to keep in mind that 60% of the Chinese tourists are first-time international travellers.

"Culture shock is something that we experience when we go abroad," he said. "But I would like to call this reverse culture shock when a different culture from another country appears in our own town.

"We have to admit that this is quite a new phenomenon for us. We will have to think how we will handle the situation creatively."